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TOWNSEND and TOWNSEND and CREW LLP

By: /Shelley Reames/

**AMENDMENT UNDER 37 CFR 1.116  
EXPEDITED PROCEDURE –  
EXAMINING GROUP 3622**

PATENT

Attorney Docket No.: 026014-002301US

Client Ref. No.: REG00544 2003 PT

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of:

Nathaniel Blake Scholl

Application No.: 10/748,694

Filed: December 30, 2003

For: METHOD AND SYSTEM FOR  
PLACING ADVERTISEMENTS BASED  
ON SELECTION OF LINKS THAT ARE  
NOT PROMINENTLY DISPLAYED

Customer No.: 20350

Confirmation No. 2002

Examiner: RETTA, YEHDEGA

Technology Center/Art Unit: 3622

AMENDMENT UNDER 37 CFR 1.116  
EXPEDITED PROCEDURE EXAMINING  
GROUP 3622

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the **Final Office Action** mailed June 30, 2009, on the above-  
referenced application, please enter the following amendments and remarks:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this  
paper.

**Remarks/Arguments** begin on page 7 of this paper.